

MÓNIKA HABIL.GARAI-FODOR

Obuda University Keleti Karoly Faculty of Business and Management , Hungary

YOUNGSTERS' ATTITUDE AND MOTIVATION IN CASE OF VOLUNTARY PROGRAMMES BASED ON PRIMARY RESEARCH RESULTS

Abstract:

This study focuses on the young people (Z and Y generation) from the aspect of the different voluntary programmes. The main aim of the study is to create a guideline how can encourage the student to be a volunteer.

The first part of the study explains the main feature of Pro Bono, as a special voluntary program, which based on the knowledge sharing. It means an active cooperation between university, NGO and company. Student supported by professors and experts from companies can help for NGO in case some relevant issues (e.g. marketing research, communication campaign, financial decision depends on the study fields of students). Our main aim was to understand what kind of motivations are behind to be a volunteer, how can we promote with success a voluntary campaigns in case of young generation to develop their social sensitivity.

The pillar of the study is a primary research results. In the frame of quantitative method with the help of standardized questionnaire 951 evaluable questionnaires have been analysed. The main elements of the questionnaire were the analysing of generation's mind-set, value orientation, examination of their attitude and motivation relate to voluntary programmes, and observation of their information gathering concerning to voluntary programmes.

Based on the research results we could understand the main motivations for voluntary programmes, we can characterise the potential volunteers concerning to their value-orientation, and can prepare the milestones of a well-targeted campaign to encourage youngsters for voluntary work.

Keywords:

primary research, generation marketing, voluntary program